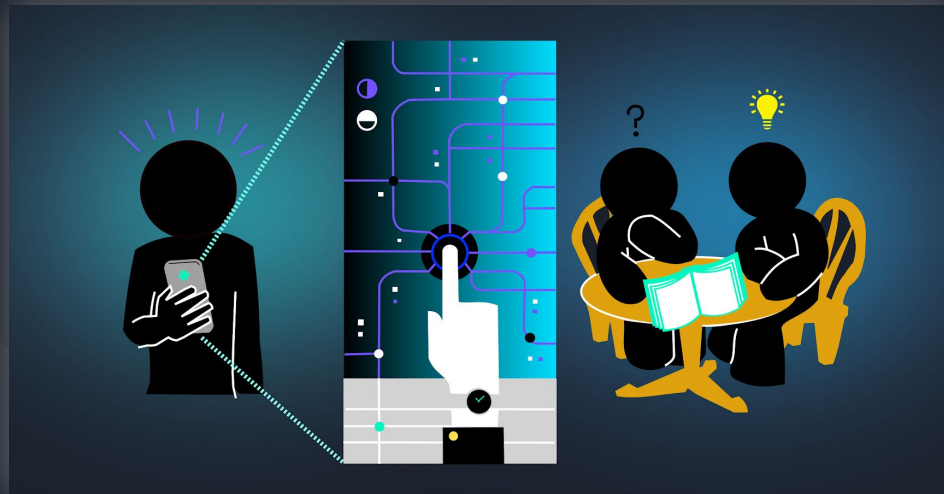# tutor Dash

Find a tutor. Be a tutor.

Old Dominion University
CS410 - Team Gold
Spring 2019
March 19, 2019
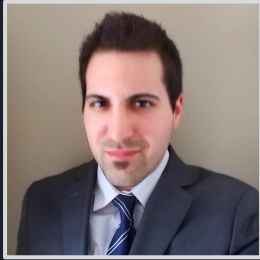
Presentation Overview

The Team

Alex Wojtowicz
Project Manager/Developer

Brandon Campbell
DB Manager/Back-End Developer

John Hessefort
Domain Expert/Developer

Duncan Holterhaus
Quality Assurance/Developer

Jamauni Taylor
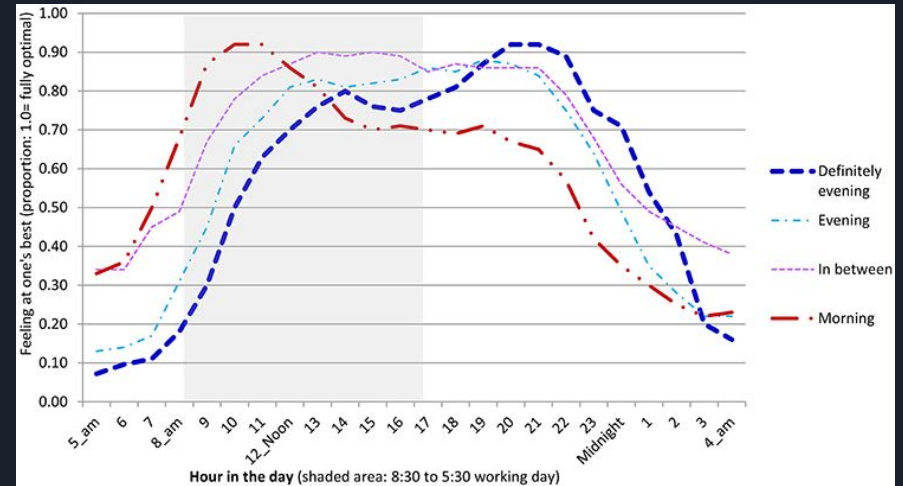Webmaster/Front-End Developer

Dwight Owings
Research Analyst/Developer

University Students and Tutoring

- University students study at no specific time of the day. [6]

- Some studies even suggest that more students study at night as opposed to daytime. [7]

Distribution of university students' study times

Source: Evans MDR, Kelley P and Kelley J (2017)

The Private Tutoring Market

- Private tutoring is a growing industry.

- However, there is no centralized network for tutors.

- Most tutor-hosting services only tend to focus in the online tutoring market.

The market will be **ACCELERATING** growing at a **CAGR** of more than

CAGR = Compound Annual Growth Rate

7%

INCREMENTAL GROWTH ▶
$5.80 bn

2017   2022

The year-over-year growth rate for **2018** is estimated at

▲ 6.48%

The market is **EXTREMELY FRAGMENTED** with many players occupying the market share

72% of the growth will come from the **ONLINE LEARNING** segment

One of the **KEY DRIVERS** for this market will be the growing student enrollments

READ THE REPORT:

PRIVATE TUTORING MARKET IN THE US 2018-2022

10,000+ reports covering niche topics
EDUCATION
Read them at:
www.technavio.com

technavio

University Students & Tutoring

- Student-to-student interactions are effective; tutees learn more cognitively through bonds with their peers. [9]

- PAL is a peer mediated instructional program where students tutor their peers. [10]

- Peer Assisted Learning Programs (PAL) proves that students tutoring other students is effective. [11]

- University students are willing to tutor people what they know in their free time if it is easy to find people to tutor. [12]

The Current State of University Tutoring

- **Take ODU as one example.**

  - Tutoring resources are not centralized. [5]

  - Less than half of course-specific tutoring covers 300 Level and above. [2,3]

  - Tutoring centers are predominantly opened exclusively during the daytime. [2]

  - Not enough tutors working in tutoring centers.

  - Many students qualify to tutor, yet they don't work for the university as tutors.

  - There are many students on campus willing to tutor, they are not being utilized, and students need the help.

Problem Statement

- In general, tutoring services available to university students are limited in scope, do not provide flexibility, and lack a centralized platform for promotion.

- Students willing to provide tutoring services lack a tool to promote those services.

Problem Characteristics

- Limited scope, i.e., Tutoring is only offered for about 5% of all available ODU courses. [1, 3]

- Tutoring services do not encompass all study times. [2]

- Information inconsistency, i.e., Information available about university tutoring services is dispersed and not always accurate. [2]

- Current information regarding when and where certain course-specific tutoring sessions is not always reliable.

- Private tutors are complete unknowns. Students who find it necessary to seek tutoring outside of the university cannot be confident that the available services will be a good match for university-specific course material.

- University students do not have an adequate platform to advertise their tutoring services.

Current Process - Students Seeking Tutoring

University student seeks tutoring services

Student's university provides adequate tutoring resources

Many options

Course specific tutoring isn't offered

Tutoring availability is limited

Tutoring information is contradictory

Reasons why student may not find adequate tutoring services provided by their university

Student seeks tutoring elsewhere

Online tutor-hosting platform

Social Media

Flyers

Student invests time and effort

Student **does not** find tutor

Student finds tutor

Do the student's and tutor's availability align? — **Yes** / **No**

Is the tutor local to the student? — **Yes** / **No**

Does the tutor offer online options? — **Yes** / **No**

Does tutor understand student's specific course? — **Yes** / **No**

Tutoring session is scheduled

Waits

At scheduled appointment, did student and tutor meet? — **Yes** / **No**

Session occurs

Student pays and rates tutor

Was the tutor helpful? — **No** / **Yes**

Student understands course material

Legend

▬	Starting/Ending points
▬	University tutoring deficiencies
▬	Undesireable events
▬	Desireable events
▬	Solvable issues
▬	General events

Current Process - Tutors Seeking Advertisement

Many options

University student wants to offer private tutoring services → Student supplies qualifications and becomes a tutor → Online tutor-hosting platform / Social Media / Flyers → Student receives response / Student waits for response → Student **never** receives response (Waits)

Do the student's and tutee's availability align? — Yes → Does tutee desire in-person or online tutoring? — In-Person → Is tutee local to tutor's university? — Yes → Is student knowledgable in the tutee's specific academic course? — Yes → Tutoring session gets scheduled — Waits → At scheduled appointment, did student and tutee meet? — Yes → Student receives payment and rating

Online → Is student knowledgable in the tutee's specific academic course?

Session occurs

No (multiple)

Legend

|	
(blue)	Starting/Ending points
(red)	Undesireable events
(green)	Desireable events
(tan)	Solvable issues
(white)	General events

Solution Statement

- Tutor Dash is an application-based service that unifies university students who are interested in tutoring with university students who desire course-specific tutoring in real-time.

- Tutor Dash provides an extension of any university's current tutoring services so that students can receive help for all courses 24/7.

Students Seeking
Academic Assistance

University Tutoring
Services Information

Students Seeking
Tutoring Advertisement
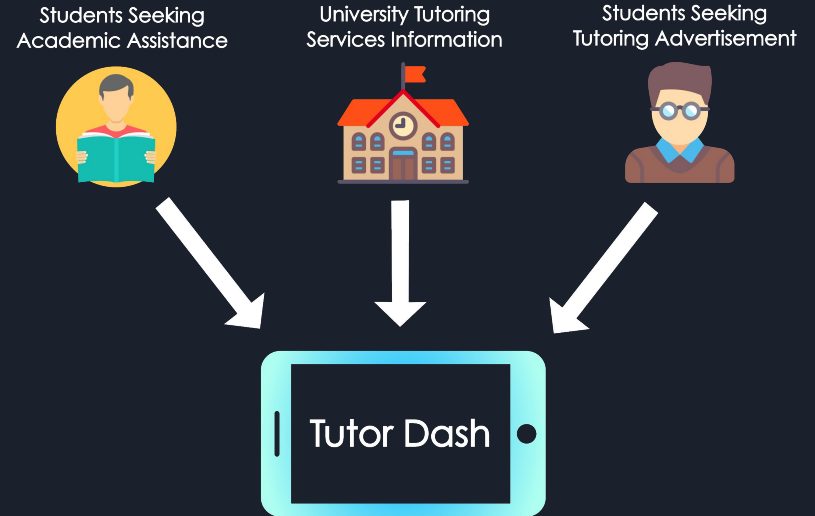
Tutor Dash

Solution Characteristics

- Only university students and tutoring center staff can use Tutor Dash.

- Allows Information to be updated frequently by the university's student tutors in real-time.

- Every tutor is required to provide verification.

- Implements a rating system for quality assurance.

- Qualified students can tutor in any class available at their university.

- Tutors & tutees can make themselves available at any desired time.

- Notifications will be sent to connect participating tutors/tutees.

- Tutoring center Check-in's & Check-out's.

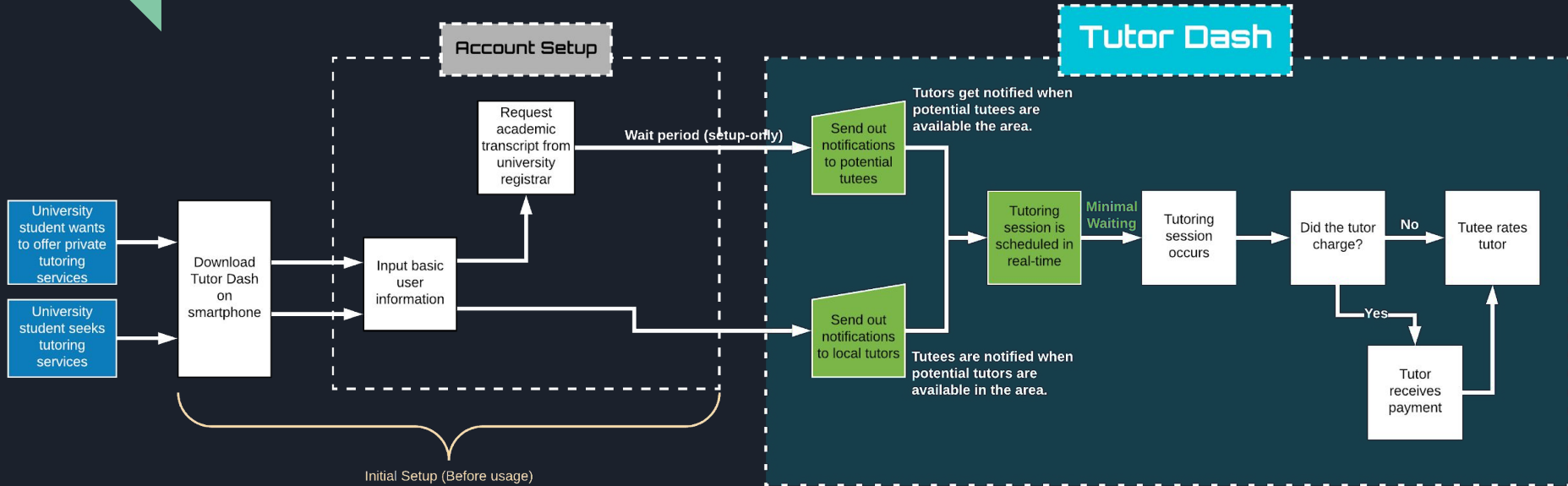- Mechanism for payments is included within application.
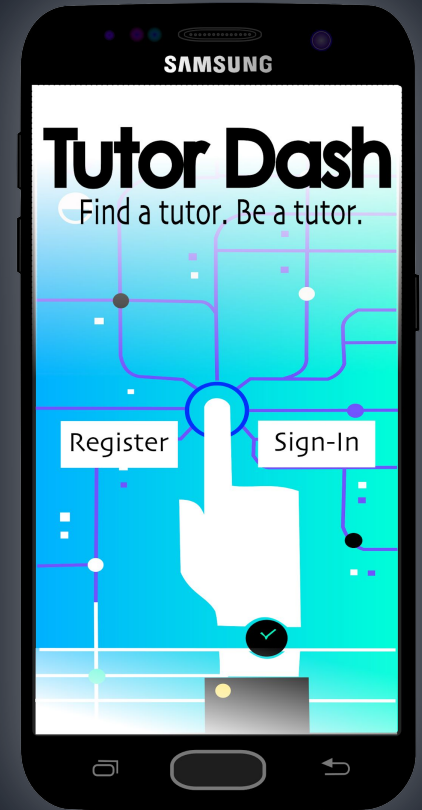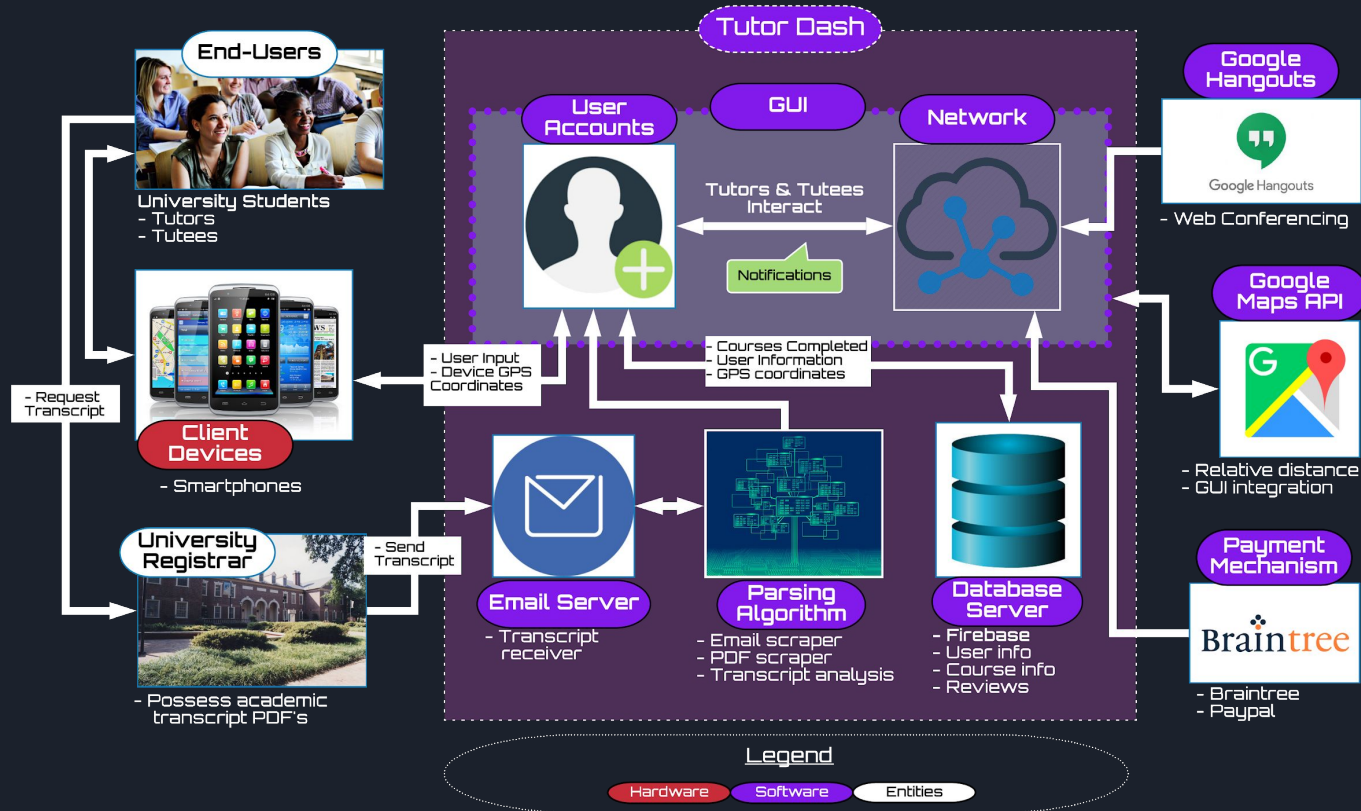
Tutor Dash's Solution

- Merge the solutions to both problems into one tool.

- Get rid of excessive options.

- **Less is more**
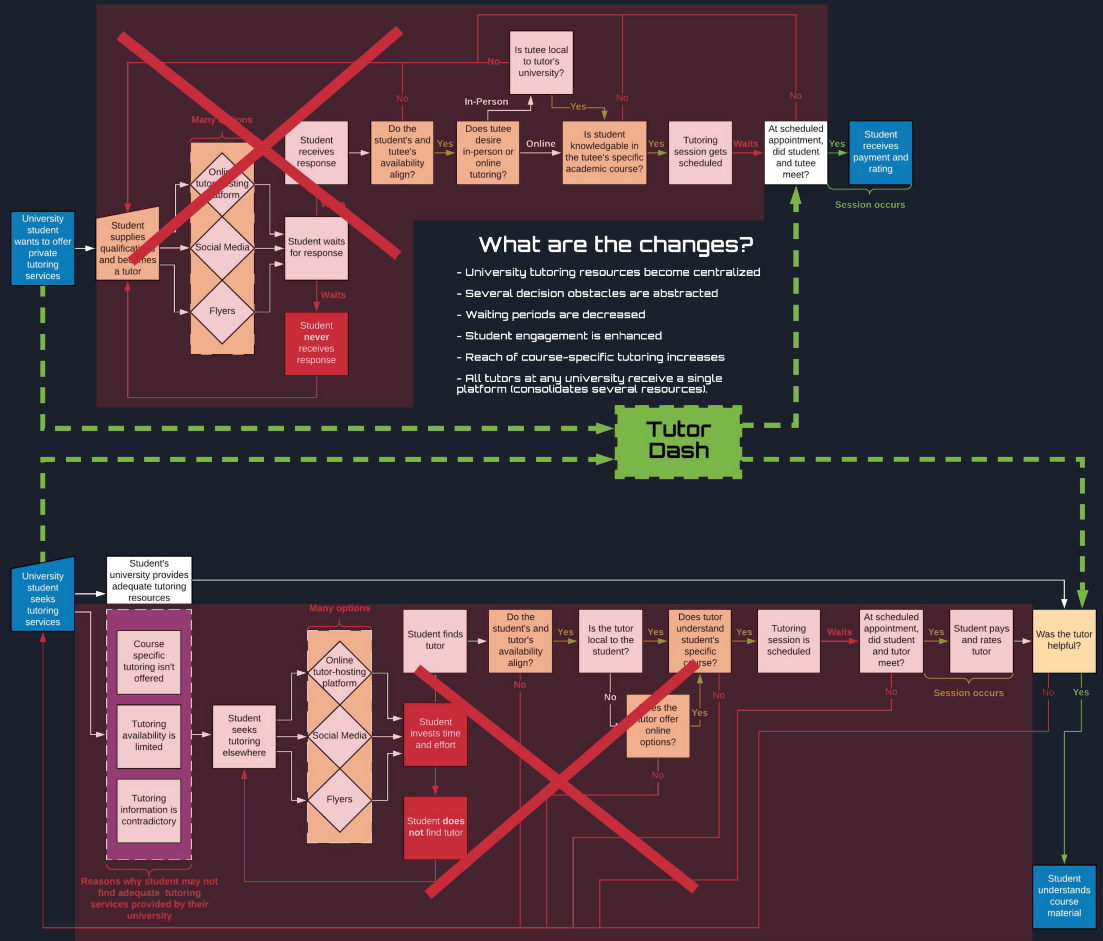
Solution Process Flow

Major Functional Component Diagram

What Tutor Dash Won't Do

- Not an "official" university tutoring resource, rather a tool for presenting information on a unique platform.

- Will not make any money off of existing university tutoring resources.

- Will not interfere with current university tutoring resources; only improve advertisement to extend reach.

- Will not violate the Family Education Rights and Privacy Act (FERPA).

- Cannot guarantee there is a tutor for everyone online 24/7.

- Cannot prevent students from voluntarily violating the honor code.

- Will not be a hosting platform for established tutoring businesses.

Customers

- **University students seeking tutoring services**

- **University students interested in tutoring**

End Users

- **University Student bodies**

  - University students looking for tutors

  - University students looking for tutees.

  - University students looking for ways to make extra money by tutoring in their free time.

Benefits to Customer Base

- Expands the scope of any university's course-specific tutoring program(s).

- Decreases availability conflicts.

- Tutors aren't waiting around for responses.

- Reduces frequency of cancellations by providing real-time scheduling.

- As tutoring increases, DFWI rates decrease. Students save GPA and money.

- Students won't have to go out of their way in search of tutoring services since they are contained conveniently in one place.

- Alleviates frustration in regards to contradictory information. Improves information consistency.

Competition

	US	DIRECT COMPETITORS					INDIRECT COMPETITORS	
Features	Tutor Dash	Tutor.com	Tutor Matching Service	Skooli	Wyzant	HeyTutor	Care.com	Public Facebook Group
Offers various university course-specific tutoring	✔	✔	✔	✖	✖	✖	✖	✖
Allows qualified undergraduate students to be tutors	✔	✖	✖	✖	✖	✖	✖	✖
Sends notifications about local tutors/tutees	✔	✖	✖	✖	✖	✖	✖	✖
Qualified tutors are constrained to university communities	✔	✖	✖	✖	✖	✖	✖	✖
Provides real-time scheduling capabilities	✔	✔	✖	✖	✖	✖	✖	✔
Available as mobile application	✔	✔	✔	✖	✔	✔	✔	✔
Includes online tutoring options	✔	✔	✔	✔	✔	✖	✖	✔
Includes in-person tutoring options	✔	✖	✔	✖	✔	✔	✔	✔
Provides tutor ratings	✔	✔	✔	✔	✔	✔	✔	✖
Establishes hourly rate ceilings	✔	✔	✔	✖	✖	✖	✔	✖
Requires tutor verification/validation	✔	✔	✔	✔	✔	✔	✖	✖
Does not require subscription commitment	✔	✖	✖	✖	✖	✖	✔	✔
Provides 24/7 scheduling	✔	✔	✔	✔	✔	✔	✔	✔

More on Tutor.com

- ODU currently has a trial of tutor.com.

- Tutor.com is a purely online-based tutoring service that specializes in real-time scheduling 24/7.

- This offers only 8 additional courses exclusively covered by tutor.com. [3, 18]

- Students cannot be tutors on tutor.com.

- Helps to expand available tutoring resources, BUT doesn't help make use of existing underutilized resources.

- Doesn't unify and engage university student bodies.

- By itself, tutor.com is not an efficient solution to the problem. Students are less likely to accept help from tutors who are not students. Universities still have underutilized resources.

tutor.com™ The Princeton Review®

👑 > Student Success > Academic Development > Campus Tutoring

NEW TRIAL: Tutor.com - 24/7 Online Tutoring

24/7 online tutoring via Tutor.com is available for a **trial period**. Access to the online tutoring platform is **limited to students enrolled in pre-selected courses** (see below). Please use the links in the table below to connect with an online tutor.

24/7 support will be available beginning Monday, March 4, and will continue until Sunday, June 30, 2019.

💻 Connect to Tutor.com NOW

Username: youremail@odu.edu
Password: Check your email for pre-assigned password.*

*Only students currently enrolled in pilot courses are granted access to the platform.

Why Is This Worth Doing?

- There is an unsatisfied demand for tutors at universities.

- Relevancy: As the private tutoring market expands, the demand for private tutoring resources increases.

- Universities can benefit from a more centralized tutoring information resource.

- Students can benefit both intellectually and socially.

- DFWI - Drop/Failed/Withdraw/Incomplete ratings will improve with student understanding.

- Students receive more tutoring opportunities.

In Summary

- High demand for tutors at universities.

- Qualified students interested in tutoring are an untapped resource at universities.

- Need for a more centralization of tutoring resources within various university environments.

- Tutor Dash makes this connection obvious.

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Questions?